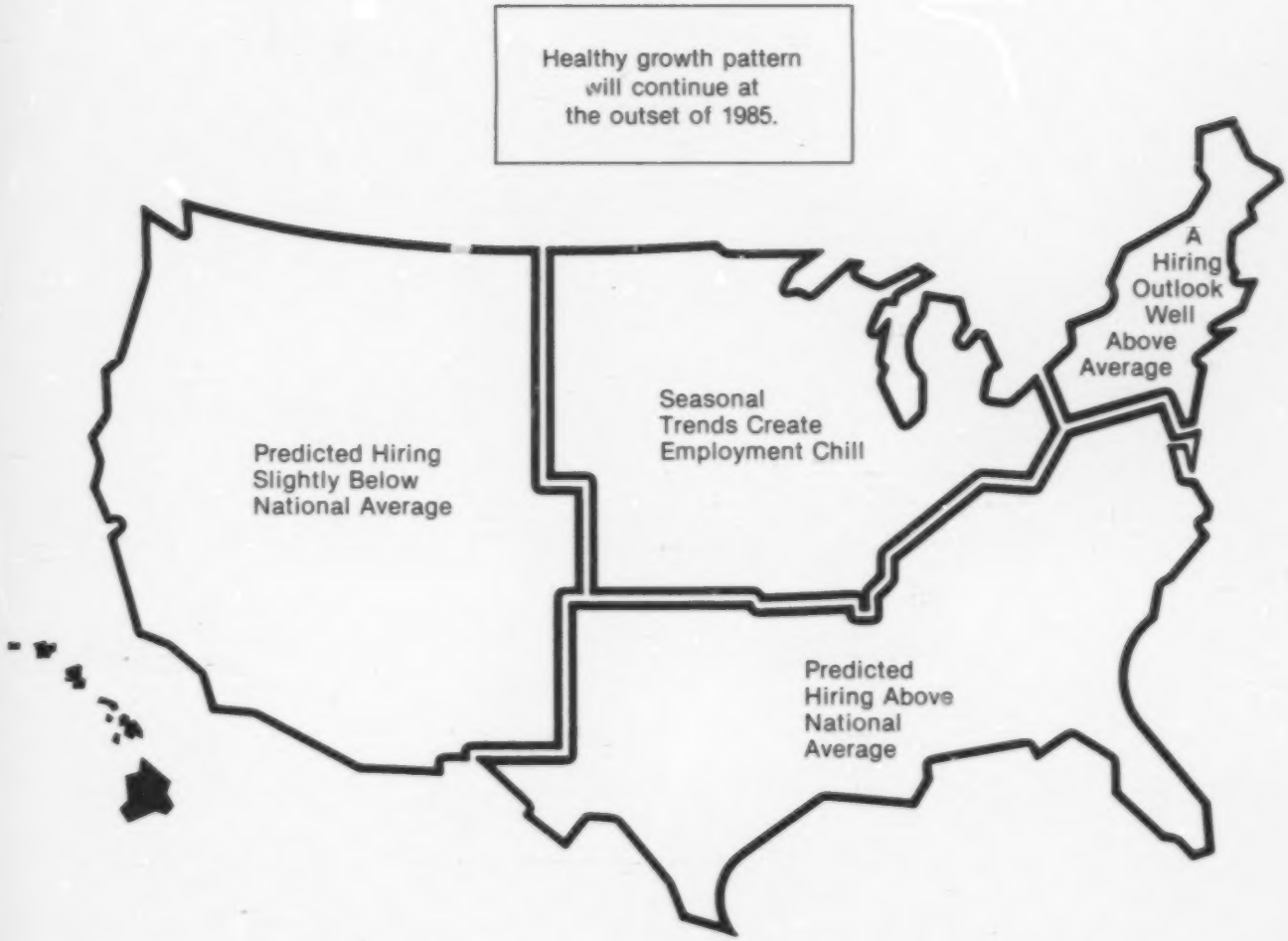
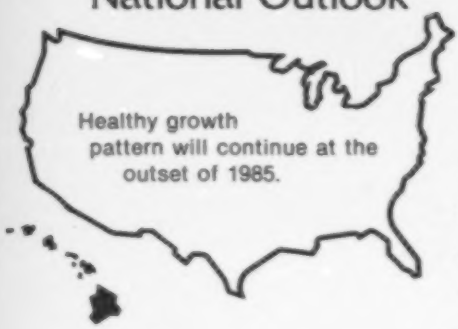
B52751

Manpower, Inc. Employment Outlook Survey

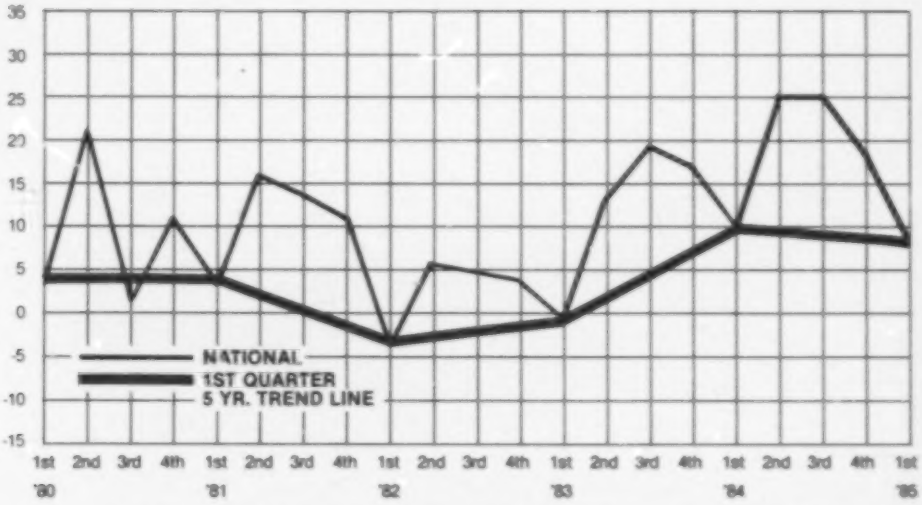
First Quarter
January, February, March
1985


Healthy growth pattern will continue at the outset of 1985.
A Hiring Outlook Well Above Average
Seasonal Trends Create Employment Chill
Predicted Hiring Slightly Below National Average
Predicted Hiring Above National Average

National Outlook



MEASURE OF HIRING EXPECTATIONS*



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

*The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

Although slowed by seasonal tendencies, the employment outlook for January, February and March of 1985 continues to be healthy. That is the conclusion of Manpower's quarterly Employment Outlook Survey of 11,500 business firms throughout the U.S.

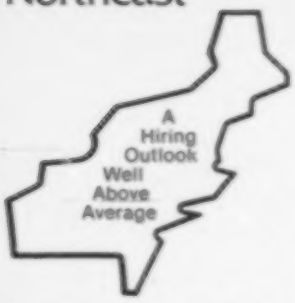
A total of 20% of those interviewed expressed intentions to add employees to their workforces during the quarter, while 12% indicated plans to cut back. Another 64% expected to remain at present levels and 4% weren't sure.

The first quarter is never expected to be a happy hunting time for job seekers, since the Wholesale-Retail and other sectors customarily shed workers hired expressly for the holiday rush. Additionally, Construction, Mining and other outdoor industries encounter inclement weather in the Northern areas of the country.

The coming quarter, however, conforms closely to the results of the same quarter of 1984, which was one of the more favorable in recent years. Notable this year are lower than usual post-holiday reduction plans, resulting in the more positive overall outlook that is reflected in the current survey.

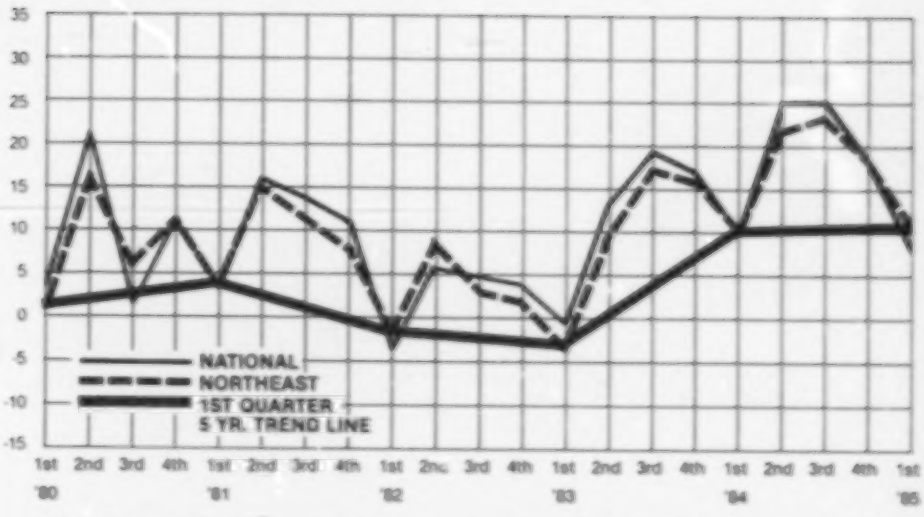
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	17	65	16	2
Construction	20	57	19	4
Manufacturing—Durable Goods	25	58	13	4
Manufacturing—Non-durable Goods	20	68	9	3
Transportation & Public Utilities	19	67	10	4
Wholesale & Retail Trade	19	60	19	2
Finance, Insurance & Real Estate	24	67	6	3
Education—Public & Private	12	82	4	2
Services	22	66	9	3
Public Administration	20	70	6	4
All Industries	20	64	12	4

Northeast



Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MEASURE OF HIRING EXPECTATIONS



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The Northeastern states, led by the large financial centers, are second only to the South in optimism of employment outlook. The picture is brighter than in any first quarter in the nine-year history of Manpower's survey.

Particularly favorable are the Finance, Insurance and Real Estate sector, Public Administration, the Services, and Durable Goods Manufacturing. Only in Construction and Wholesale-Retail is there any significant move by employers to decrease their present staff levels, while percentages of those planning workforce additions are at or near national averages in almost every sector.

An important factor in the Northeast is the presently strong demand for administrative workers such as secretaries and clerks to operate automated equipment like word processors, data entry equipment and small computers.

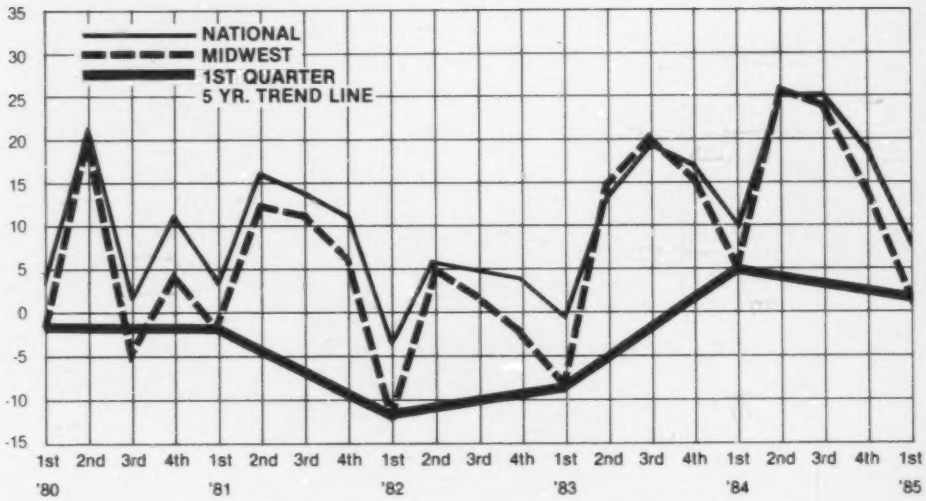
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	17	56	24	3
Manufacturing—Durable Goods	26	60	10	4
Manufacturing—Non-durable Goods	21	66	11	2
Transportation & Public Utilities	12	71	10	7
Wholesale & Retail Trade	22	59	17	2
Finance, Insurance & Real Estate	23	68	4	5
Education—Public & Private	11	84	2	3
Services	23	66	7	4
Public Administration	22	70	4	4
All Industries	22	64	11	3

* The size of the mining industry's responding sample does not permit a hiring trend forecast

Midwest

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

MEASURE OF HIRING EXPECTATIONS



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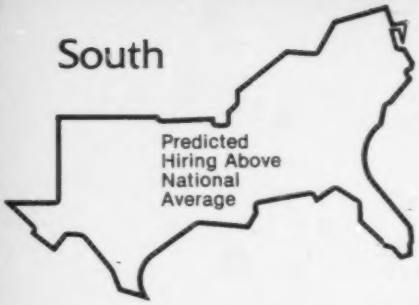
Stymied by cold weather in its construction industry and by post-holiday declines in Wholesale-Retail jobs, Midwest cities face a winter of below-average hiring plans. Only in Transportation and Public Utilities and in Non-Durable Manufacturing do Midwest employers approximate national averages. Although yet ahead of the first quarters of recession years, the Midwest results for January, February and March of 1985 lag behind most other years.

But for a decline in Durable Goods Manufacturing opportunities, the Midwest picture approximates that of a year ago. However, in the area's important Durable Goods Manufacturing sector, only 22% plan additions compared to 32% a year ago. A total of 15% foresee declines this quarter compared to only 10% a year ago.

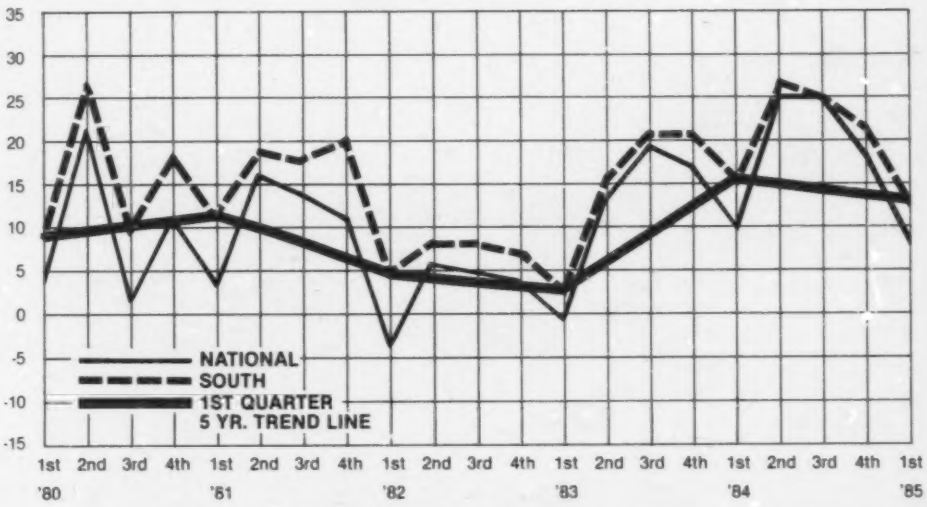
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	10	60	27	3
Manufacturing—Durable Goods	22	60	15	3
Manufacturing—Non-durable Goods	20	67	10	3
Transportation & Public Utilities	17	71	9	3
Wholesale & Retail Trade	15	59	24	2
Finance, Insurance & Real Estate	23	68	7	2
Education—Public & Private	11	82	5	2
Services	17	70	12	1
Public Administration	16	70	10	4
All Industries	17	65	15	3

* The size of the mining industry's responding sample does not permit a hiring trend forecast.



Alabama
Arkansas
Delaware
District of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

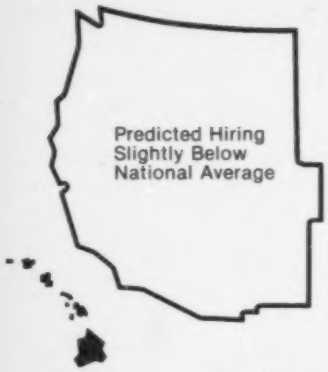
Aided by warm weather, the South once again leads the nation in job outlook. In every category, the Southern outlook exceeds the national averages.

The Finance, Insurance and Real Estate, Public Administration and Services sectors show the brightest pictures, but Transportation and Public Utilities, Durable Goods Manufacturing and Non-Durable Goods Manufacturing are not far behind.

Even with their uniformly positive forecast, Southern employers still remain a notch below last year's similar period, but one must otherwise go back to 1978 to find a more favorable first period picture.

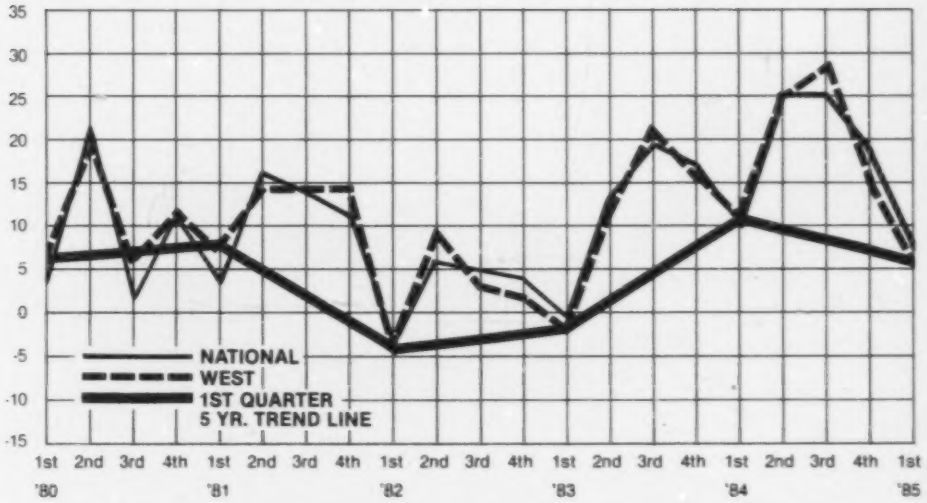
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	18	64	18	0
Construction	30	50	14	6
Manufacturing—Durable Goods	27	56	12	5
Manufacturing—Non-durable Goods	19	71	8	2
Transportation & Public Utilities	25	64	8	3
Wholesale & Retail Trade	20	62	16	2
Finance, Insurance & Real Estate	27	65	5	3
Education—Public & Private	14	80	4	2
Services	26	64	7	3
Public Administration	23	67	5	5
All Industries	23	64	10	3

West



Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

MEASURE OF HIRING EXPECTATIONS



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The coming quarter represents for the Western area its weakest employment in two years. The months of January, February and March are not normally favorable and it appears 1985 will be true to form.

There is robust activity foreseen in the Finance, Insurance and Real Estate sector and among Durable Goods Manufacturers. Other industries are at or below national expectations. Anticipated hiring is substantially below the Western outlook of the first period of 1984, when 23% planned increases and 12% expected cuts. This year only 19% predict additions and 13% say they will cut back.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	17	69	12	2
Manufacturing—Durable Goods	26	54	11	9
Manufacturing—Non-durable Goods	17	69	12	2
Transportation & Public Utilities	21	64	12	3
Wholesale & Retail Trade	17	58	21	4
Finance, Insurance & Real Estate	23	69	4	4
Education—Public & Private	10	84	6	0
Services	21	62	14	3
Public Administration	16	74	6	4
All Industries	19	64	13	4

*The size of the mining industry's responding sample does not permit a hiring trend forecast.

MANPOWER®
TEMPORARY SERVICES
International Headquarters
5301 N. Ironwood Road, Milwaukee, WI 53217

The quarterly Employment Outlook Survey is conducted as a public service of Manpower, Inc. The survey was designed and is administered by Manpower's International Research Department, utilizing a statistically representative sample of more than 11,500 large public and private employers from among ten industrial sectors in 352 U.S. cities.

The first quarter 1985 survey is a measurement of employment plans for the permanent workforce and is based upon interviews conducted with the survey sample immediately prior to December 1, 1984.

The survey results reflect the intentions of the sample employers interviewed. Some of these intentions may change unexpectedly upon the conclusion of the survey.